PM USA MONTHLY SALES PLAN

MARCH 1998

Marlboro 25¢ Off Pack/$2.50 Off Carton
- **RM/NRM/Metro**
- **3 weeks + 1 week Flex**

Marlboro B4G1F - Pack (NRM)
Marlboro B2G1F - Pack (Metro)
VS B2G a Lighter (Metro) - Pack
B&H B2G1F Menthol (Metro) - Pack
Basic 25¢ Off Pk/$2.50 Off Carton (RM/NRM)
Cambridge B8G2F - Carton (Key Markets)
Continuation
Marlboro Gear Catalog
Marlboro Van

APRIL 1998

Marlboro B4G1F - Pack (RM/NRM)
Marlboro B4G1F - Carton (RM/NRM)
Marlboro Mega B4G1F Ctn (in lieu of Van)
Marlboro B2G Ltr - Pack (Metro)
Basic - National
- B8G2F - Carton
- B2G1F - Pack

Continuation
Marlboro Gear Catalog
Marlboro Van

MAY 1998

Marlboro Gear Catalog Refresh
Marlboro Menthol B2G1F - Pack (Select/Metro Mkts)
VS B2G1F - Pack (Select/Metro Mkts)
VS B2G1F - Ctn (Mass Merchants)
Merit B2G1F - Pack (Select/Metro Mkts)
Merit B2G1F - Ctn (Mass Merchants)
B&H B2G1F - Pack (Select/Metro Markets)
B&H B2G1F - Ctn (Mass Merchants/Tobacco Stores)
Parliament Lights 100s Round Corner Box Launch
& B2G1F - Pack (Region 1 & Florida)
Parliament Lights & Menthol Lights Box Launch
& B1G1F - Pack (4L0 Market Only)
Basic B2G1F Menthol - Pack (Select Mkts)
Continuation
Marlboro Van

JUNE 1998

Marlboro 20¢ Off Pack/$2.00 Off Ctn (RM)
- **4 weeks + 2 Flex**
- **Promo begins May 25 and ends July 5**

Marlboro B4G1F - Pack (NRM)
- **Promo begins May 25**

Marlboro B3G T-Shirt - Pack (Metro)
- **Promo begins May 25**

B&H B2G1F - Ctn (Tobacco Stores)
Basic 20¢ Off Pk/$2.00 Off Ctn (RM/NRM)
- **Promo begins May 25 and ends July 5**

Continuation
Marlboro Gear Catalog
Marlboro Van

JULY 1998

Marlboro Menthol FF 100s Box Launch
Marlboro Menthol B2G1F - Pack
- National Menthol Accounts

Marlboro Mega B4G1F Ctn (in lieu of Van)
VS B2G1F - Pack (Metro)
Merit B2G1F - Carton (Tobacco Stores)
B&H B2G1F - Pack (Metro)
Parliament B2G1F - Pack (Metro)
Basic - National
- B8G2F - Carton
- B2G1F - Pack

Basic Menthol B2G1F - Pack (Key Mkts)
Cambridge B8G2F - Carton (Key Mkts)
Cambridge B2G1F - Pack (Select Mkts)
Continuation
Marlboro Gear Catalog

AUGUST 1998

Marlboro 20¢ Off Pack/$2.00 Off Carton (RM)
Marlboro B4G1F - Pack (NRM/Metro)
Marlboro B2G1F - Pack (Metro)
Marlboro Fixture Graphics
Merit B2G1F - Carton (Tobacco Stores)
Basic Repackaging Design
Basic 20¢ Off Pack/$2.00 Off Carton (RM)
Basic - National
- B2G1F - Pack (NRM)
- B8G2F - Carton (NRM)

Continuation
Marlboro Gear Catalog
Marlboro Van

■ **New Promotion**
■ **Continued Promotion**

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